



09-25-08

JFW

2633

Attorney Docket No. IS-74 Cont.4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.
Application No. : 10/066,811 Confirmation No.: 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENT RESPONSIVE TO EPG
INFORMATION
Group Art Unit : 2633
Examiner : Fred H. Peng

EXPRESS MAIL LABEL No. EV669676962US

Date of Deposit September 22, 2006

I hereby certify that the enclosures listed below are being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.


ROSE MARIE DHANRAJ

Enclosures:

Transmittal Letter (3pp. - in duplicate)
Reply To Office Action (21 pp.)
Return postcard



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PATENTS
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New York, New York 10020
September 22, 2006

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

TRANSMITTAL LETTER

Sir:

Transmitted herewith: [] a Preliminary Amendment;
[] Terminal Disclaimer Under 37 C.F.R. § 1.321(b,c); [X] a
Reply to Office Action; [] a Declaration; [] a Power of
Attorney; [] a Submission of Formal Drawings; [] formal
drawings; to be filed in the above identified patent
application.

FEE FOR ADDITIONAL CLAIMS

- [X] A fee for additional claims is not required.

[] A fee for additional claims is required.

The additional fee has been calculated as shown below:

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEES
TOTAL CLAIMS	-	* =	X \$ 50	= \$.00
<hr/>				
INDEPENDENT CLAIMS	-	** =	X \$ 200	= \$.00
<hr/>				
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM			+ \$ 360	= \$.00

- [] A check in the amount of \$ _____ in payment of the additional claims is transmitted herewith.
 - [] Please charge \$ _____ to Deposit Account No. _____ in payment of the filing fee.
 - [X] The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, Order No. 004029.0074. A duplicate copy of this transmittal letter is transmitted herewith.

EXTENSION FEE

- [] The following extension is applicable to the Response

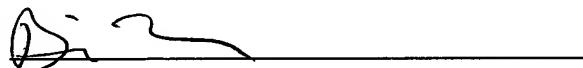
filed herewith; [] \$120.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a); [] \$450.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); [] \$1020.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); [] \$1590.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); [] \$2160.00 extension fee for response within fifth month pursuant to 37 C.F.R. 1.136(a).

[] A check in the amount of [] \$120.00; [] \$450.00; [] \$1020.00; [] \$1590.00; [] \$2160.00; in payment of the extension fee is transmitted herewith.

[] Please charge the [] \$120.00; [] \$450.00; [] \$1020.00; [] \$1590.00; [] \$2160.00; extension fee to Deposit Account No. _____. A duplicate copy of this transmittal letter is transmitted herewith.

[X] The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 06-1075, Order No. 004029.0074. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,



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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Responsive to the Office Action mailed June 22, 2006
(hereinafter "Office Action"), applicants hereby request
reconsideration of the above-identified patent application in
view of the following amendments and remarks.

Amendments to the Claims are reflected in the
listing of claims which begins on page 2 of this Reply.

Remarks begin on page 16 of this Reply.